

ABSTRACT OF THE DISCLOSURE

This invention describes a system that plays back content based on user-configurable in-vehicle function triggers, and manual user triggers. The invention may be used for a variety of applications such as vehicle personalization and customization, vehicle event-acknowledgement, and entertainment. In one example, the control unit ties to the remote keyless entry (RKE) system and uses the RKE wireless buttons as playback triggers for the content. In-vehicle subsystems such as warning and information signals or other systems with manual triggers like the RKE system may also be tied to the vehicle unit to trigger content playback. Content delivery scenarios provide secure and robust transmission from an original source to the vehicle unit. The vehicle unit stores the content in an on-board storage. Content loading and operation of the system is configured using a computer or handheld device.